Takeaways from Prior Meetings

- Seek better wayfinding signage for businesses off King St.
 - Investigate lamp-posts as an alternative
- If we allow A-frame signs for storefronts, need regulations.
 - General consensus was for not in historic districts, but allow in the rest of the city with a permitting process
- Need for a rationale for now allowing A-frame signs at storefronts
- Continue exploration of alternatives for businesses to get the marketing benefits A-frame signs
- Address allowing "special advertising" for Old Town businesses
- Expand retail wayfinding to areas beyond Old Town



Animated signage and signage using flashing lights are prohibited.

Situations have come up where schools and theaters were permitted digital/electronic signs if the image stays static for a set period of time



A clear policy needs to be developed

The City currently prohibits animated signs and signs with flashing lights

- * Animated sign: Any sign, the character or appearance of any element or part of which changes by any device, mechanical, electrical or otherwise
- * Flashing Sign: Any sign consisting of, or illuminated by, flashing or intermittent lights or other lights of changing degrees of intensity, brightness or color, except a sign showing the date, time and/or temperature.







The Good, The Bad, and The Ugly....

- * The Good:
 - * Public agencies use electronic/digital signage to convey up-to-date information (MetroRail, parking garages, schools, new bus stops)
 - * Increasing popularity with businesses
 - Gas stations are required by the State to post prices using digital signs, so they are permitted
 - 'New version' of changeable lettering on signs
- * The Bad:
 - Flickering lights create glare/distraction
 - Distracting appearance
 - Possible traffic hazards
 - Brightness



Other City Examples

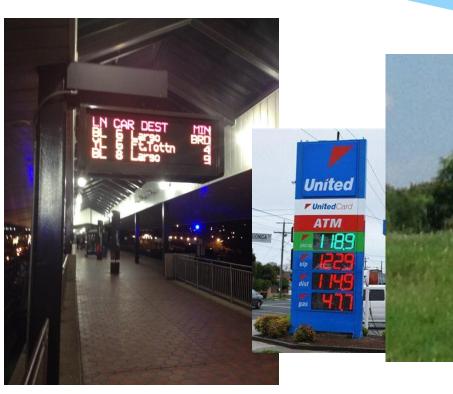
- * Arlington County, VA permits electronic/digital signs by special exception
- * Osceola, FL permits electronic message centers with a requirement that lights remain static for minimum periods of 8 seconds.
- * Spokane, WA permits electronic message centers with a requirement for evening dimmers

For Discussion...

- * Are there beneficial uses for electronic/digital signs in Alexandria?
- * What is needed to address new technologies while avoiding inappropriate versions of these signs?
- * Are Zoning amendments necessary to accommodate institutional uses such as schools, MetroRail, parking garages, wayfinding, etc?
- * Is it appropriate to make allowances for businesses to use these signs in Alexandria?
- * Is an amendment to the outright prohibition on signs that "change by any device, mechanical, electrical or otherwise" or feature "intermittent lights or other lights of changing degrees of intensity, brightness or color" needed?

- * Definition modifications:
 - * Animated sign: Any sign, the character or appearance of any element or part of which changes by any device, mechanical, electrical or otherwise, which changes more often than twice per day
 - * Flashing Sign: Any sign consisting of, or illuminated by, flashing or **intermittent** lights or other lights of **changing degrees of intensity, brightness or color,** which changes more often than twice per day, except a sign showing the date, time and/or temperature.
- * Animated signs under the above definition would remain prohibited.
- * Electronically changeable signage (change only one per day) would be permitted only for public or institutional uses and for uses that have changing events as the key function of their business (theaters, concert halls) with approval of a special use permit
- * Limits on brightness and on time for message changes would be imposed

Digital Sign Policy Options Further Discussion...





A-Frame Policy Options Wayfinding: investigate alternative of using lamp posts

Issues

- Conflicts and clutter with existing pole (parking signs, street signs, bus stop sign, etc.)
- Mini-kiosks proposed for light poles at most intersections (all except Harvard, Peyton, Payne, Patrick, and Henry Streets).
 - Usually one at the southwest and northeast corners (all four corners for Washington Street)
 - Large with no room on pole for other signage.
 - Using other 2 lightpoles at each corner for commercial wayfinding would require extensive signage on one pole, causing clutter.
 - Light pole signage would be more expensive for businesses than the current A-frames.





A-Frame Policy Options Wayfinding: investigate alternative of using lamp posts

Problem we are trying to solve:

- * Signs get moved, knocked over
- * Signs are difficult to modify when businesses move out or in



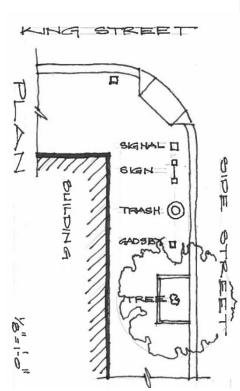


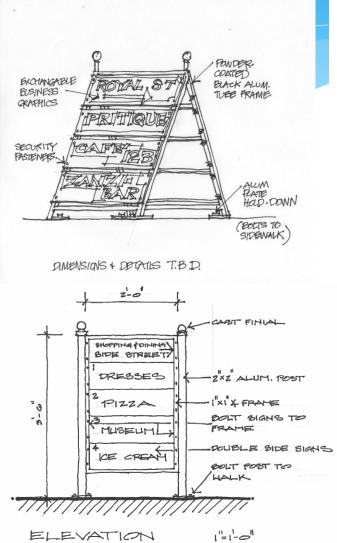
A-Frame Policy Options Wayfinding: investigate alternative of using lamp

posts

Alternate Solutions:

- Bolted down wayfinding A-Frame signs or similar signs (leaving the light poles for public messages)
- * A design where each business's signs panels are bolted onto the A-frame instead of painted on (so they can be removed)





6/29/15

Thank You

